

INFORMATION TEASER

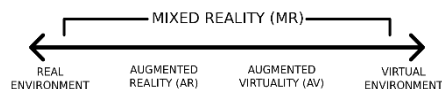
WE ARE MAGIC TO THE NEW RETAIL ENVIRONMENT



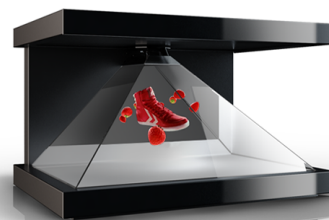
REALFICTION™



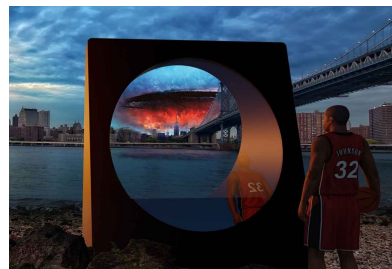
Unique investment opportunity in Mixed Reality.
Technology that spellbinds its users
by combining the real world
with digital storytelling.



Dreamoc™



DeepFrame™



More than 30mDKK has been invested in development. Half of which was financed externally by investors (5mdkk), loans from Vaekstfonden (5mdkk) and strategic partners (+5mdkk) and the rest has been financed by operations (customers).

2008: Realfiction is founded, niche leader
2009: +1.000.000 views on YouTube
2010: Profitable, self-financed development
2011: Realfiction reaches 10mdkk in revenue
2012: Product portfolio expanded with XL/ XXL
2013: Partner #100 signed up
2014: Industrial production i China
2015: Revenue: 17mdkk, +250% unit sales
2016: Patent-protection of DeepFrame
2017: IPO, viral launch of DeepFrame
2018: Recognized market leader in MR-B2B
2019: DeepFrame recognized as standard
2020: Introduction of new B2C technology

Contact:

Realfiction ApS
Clas Dyrholm, CEO og co-founder
clas@realfiction.com
www.realfiction.com
+45 25 22 32 81
Øster Alle 42, 7,
DK-2100 København Ø

Market: Mixed Reality (MR) is the fourth mega wave of technology after the PC, internet and mobile. The installed base of MR units is forecasted to grow from close to zero today to more than 100m units in 2020*). Realfiction is uniquely positioned to capture its fair share of this market.

Traction: As a pioneer and innovative market leader, Realfiction has built unmatched knowhow in Mixed Reality over a period of almost 10 years. Through its global network of more than 100 partners, the Company has sold about 10.000 display solutions to more than 50 first movers amongst the Worlds largest brands (ref. selection of logos on front page), museums, etc., all of which have wanted to convert wow-factor into increased foot-traffic and sales.

Scalability: The potential to scale the current Dreamoc product family is obvious and real. The flagship product is manufactured for scale, protected by design patents and real competition is sporadic. At the same time, a new technology with significant game changer potential is ready for launch under DeepFrame brand name. This product is 100% unique, patent-pending and faces no obvious competition.

Plan: Realfiction will leverage that Mixed Reality is facing a major breakthrough. Initially in the B2B market, which is where Realfiction is already in a leading position, yet also ultimately within B2C (Gaming, etc.), an area in which Realfiction has already developed patent-pending concepts.

Crew: The team is headed by the two founders, Clas Dyrholm and Peter Simonsen, complemented by 3 senior management profiles and a professional board. 10 employees in total.

Investment: At the IPO, Realfiction will raise up to 2,5mEUR as the first step in its ambitious plan. Use of these first funds will be in innovation, content-development and marketing. In short: Realfiction represents a combination of a large, current potential, significant scalability and limited risk.